

# WORLD OF CONCRETE

WORLD OF MASONRY

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## PROGRAM AND EXHIBITS GUIDE

YOUR GUIDE TO  
**BUSINESS  
SURVIVAL**



EXHIBIT G

**FEBRUARY 17-20, 2004**  
**SEMINARS: FEBRUARY 16-20**  
ORANGE COUNTY CONVENTION CENTER • ORLANDO, FLORIDA  
[WWW.WORLDOFCONCRETE.COM](http://WWW.WORLDOFCONCRETE.COM)

**FIELD-TESTED AND PROVEN FOR 80 YEARS**

# SPECIAL FEATURES/ SHOW SERVICES

## SPECIAL FEATURES

### BOOKSTORE

Visit the World of Concrete Bookstore in the Hall C Lobby of the Orange County Convention Center. You'll find hundreds of concrete- and masonry-related items including books, training materials, videos and apparel for adults and children.

### INTERNATIONAL LOUNGE

International guests are invited to stop by the International Lounge in Room 224E. A representative from the U.S. Department of Commerce will welcome you to this relaxed location to visit with exhibitors and fellow international delegates. Enjoy light refreshments, compliments of Soff-Cut International.

## SHOW SERVICES

### BUSINESS CENTER

Kinkos offers a Business Center in the Hall C Lobby for your convenience. Business services include computer time rental, photocopying, faxing, shipping and office supplies. The Business Center phone number is 407-363-2831. The fax number is 407-363-4731.

### FIRST AID

A staffed first aid center is located in the Hall C Lobby of the Orange County Convention Center.

### EMERGENCIES AT THE CONVENTION CENTER

**DO NOT DIAL 911.** DIAL EXTENSION 51119 from any convention center house phone or dial 407-685-1119 from your cell phone or a pay phone. State your situation and your location.

### FOOD AND BEVERAGE SERVICE

There are several food courts and concession stands located throughout the convention center lobbies offering a variety of foods from hot meals to sandwiches, salads, snacks and beverages. Also, visit the World of Concrete Beer Garden located in the Outdoor Exhibits area.

### GUEST/SPOUSE TOUR & ATTRACTION TICKETS

On behalf of World of Concrete, Convention Planning Services (CPS), has put together four days of activities to enhance your visit to Orlando. See page 29 for events, ticket prices, times and reservation details. To reserve by phone, please call 407-685-4029.

## HOSPITALITY FUNCTIONS

Many of the show's cosponsoring associations and exhibitors host functions for World of Concrete attendees. Consult the individual associations and/or exhibitors for exact function times and locations or check the event listings at the individual hotels.

### LOST AND FOUND

Please inquire about lost items or turn in found items at the Show Office in Meeting Room 221.

### MESSAGE CENTER / INFORMATION DESK

A message center and Information Desk is available in the Attendee Service Center located in the Hall C Lobby of the convention center. The telephone number of the Message Center is 407-685-4028.

There is no paging or message delivery in the convention center. Exhibitors and attendees are encouraged to check the Message Center regularly.

### RESTAURANT RESERVATIONS

Concierge Orlando, located in the Attendee Service Center in the Hall C Lobby, provides a free restaurant referral and reservation service. The staff is available to assist you with restaurant reservations, menus, prices and locations. Stop by, or telephone the reservation desk at 407-685-4032.

### WORLD OF CONCRETE DAILY NEWS

The World of Concrete Daily News office is located in Room 230C of the Orange County Convention Center. The WOC Daily News will bring you the latest in news, new product information and timely reports on associations, seminars and demonstrations.

### WORLD OF CONCRETE SHOW OFFICE

The World of Concrete Show Office is located in Room 221 of the Orange County Convention Center. Show management representatives are available to assist you during move-in, show days and move-out. To reach the Show Office, call 407-685-5400.

### WORLD OF CONCRETE EXHIBIT SALES OFFICE

The World of Concrete Exhibit Sales Office is located in Room 221E of the center. Sales representatives are available to assist exhibitors and answer questions about future shows. The Sales Office can be reached by calling 407-685-4061.

# SPECIAL EVENTS MEGA DEMOS

## SPECIAL EVENTS

### INDUSTRY INSIGHTS

Industry Insights is a series of free-admission sessions on current issues and techniques. Two sessions will be presented each day from 2:00 pm until 3:00 pm in Rooms 309 and 310 as follows:

#### Sticky Questions and Straight Answers on CAD and GPS

*Tuesday, February 17, 2:00 pm - 3:00 pm*

*Presented by Jennifer DeBona, Carolina CAD Solutions*

Whether you plan to use or are using GPS on your construction site, the quality of the engineer's design files and how to use them is a big unknown. This session will profile the good, the bad and the ugly by telling you what to expect and how to deal with it. For GPS staking systems or full 3-D machine control systems, you will learn how to make the technology pay off.

#### Equipment Diversification in a Down Market

*Tuesday, February 17, 2:00 pm - 3:00 pm*

*Presented by William Carbeau and Bill Dwyer, Putzmeister America*

Come and hear how construction firms can profit by diversifying equipment. Topics will include generating incremental revenue streams, adding complimentary services, developing new markets, offering extra convenience to customers and increasing your customer base.

#### How to Sell Interlocking Pavers as Part of Your Business

*Wednesday, February 18, 2:00 pm - 3:00 pm*

*Presented by Robert Burak, Interlocking Concrete Pavement Institute*

If you're looking to expand your concrete construction services, come hear about marketing and selling concrete pavers. You'll find out how to identify opportunities and create a market focus through segmentation, targeting, positioning and differentiation.

#### Marketing Through Public and Media Relations

*Wednesday, February 18, 2:00 pm - 3:00 pm*

*Presented by Kimberly Kayler, Constructive Communications, Inc., Marketing Correspondent, Tilt-Up Concrete Association*

Got a limited marketing budget? Learn how public and media relations can help sell your expertise and project experience. You'll get detailed rules of the trade and insights to help you build an organized program and start getting the publicity you deserve.

#### Interior Benefits of Above-Grade Concrete Housing

*Thursday, February 19, 2:00 pm - 3:00 pm*

*Presented by Jim Baty, Tilt-up Concrete Association*

Despite protection from the elements and reduced maintenance, some feel above-grade concrete homes create cold, damp interiors. Come hear how indoor space quality is enhanced by temperature consistency, reduced temperature changes, lower energy bills and peaceful quietness.

#### What's New in Decorative Concrete

*Thursday, February 19, 2:00 pm - 3:00 pm*

*Presented by James Engelman, Engelman Construction, Inc., Council Director, Decorative Concrete Council, American Society of Concrete Contractors*

Hear about the beauty and popularity of concrete countertops and the development of polished concrete for shinier, smoother floors. Also new methods of vertical decorative concrete, such as stamping interior and exterior walls.

### MASONS' CHALLENGE

The Spec Mix Bricklayer 500 and the Tenders' Competition, presented by MASONRY CONSTRUCTION magazine will take place on Wednesday, February 18 at 3:00 pm near the Mega Demos in Lot D of the outdoor exhibits area. Watch as the best journeyman masons from across the U.S. confront their peers in a timed brick-laying contest. Contenders will be judged on the quality of their work and the quantity of brick laid.

### ARTISTRY IN DECORATIVE CONCRETE

CONCRETE CONSTRUCTION magazine is presenting *Artistry in Decorative Concrete*, mini-demos of the latest techniques for concrete slabs. Ten of the most artistic and creative professionals demonstrate chemical staining, tints and dyes, sandblasted stenciling, concrete stamping, countertop construction, decorative overlays and polishing in Lot D of the outdoor exhibits area.

## MEGA DEMOS

#### Placing Jamboree

*Tuesday, February 17, 1:00 pm - 2:00 pm*

From boom pumps to mud buggies, experts demonstrate what's new for placing concrete and pumping grout. Learn about innovative equipment, forms and self-consolidating concrete (SCC) for projects large and small and how they can be utilized in your projects.

#### Concrete Overlay

*Wednesday, February 18, 1:00 pm - 2:00 pm*

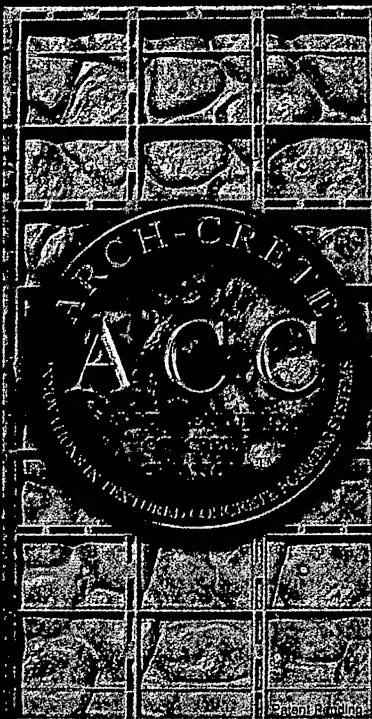
Learn about producing beautiful decorative overlays. See how to overlay a deteriorating road. Observe the overlay process from start to finish including surface prep, pre-overlay repair, placing and finishing. Watch as the experts bring new life to old concrete!

#### Demolition Derby

*Thursday, February 19, 1:00 pm - 2:00 pm*

Watch the action-packed Derby to see what's new for demolishing concrete. Experts use the latest saws, including a unique wire saw, hammers, breakers and splitters—the latest equipment and attachments to break, split, crunch, saw and carry off concrete slabs and walls placed in earlier Mega Demos.





# INTRODUCING ARCH-CRETE™

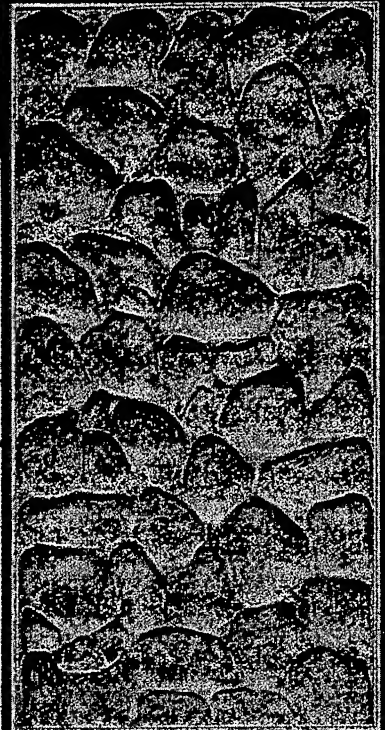
THE FORM.....THE LINER

-NOW ALL IN ONE-

## ARCH-CRETE™

ARCHITECTURAL CONCRETE  
FORMING SYSTEM

ARCH-CRETE™ is an innovative concrete form panel consisting of a unitized reinforcement matrix and a decorative face texture, thus eliminating the use of plastic or rubber liners. The ARCH-CRETE™ forming system offers many cost savings, which in turn enables textured concrete to be more cost effective.

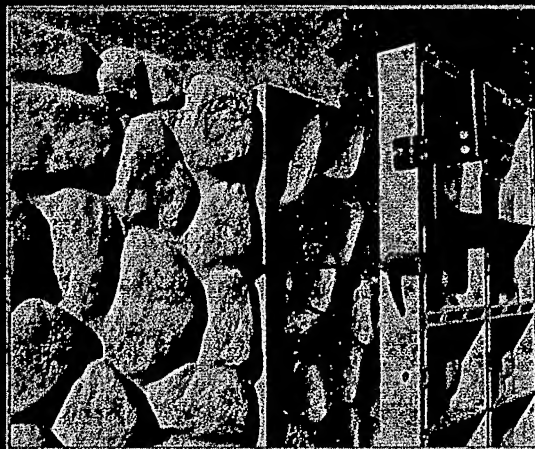
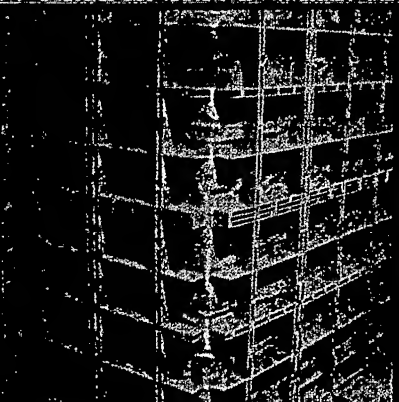


### REVOLUTIONARY

The ARCH-CRETE™ system has modernized forming technology by developing new:

- SPACERS
- WALERS
- RELEASE AGENTS
- CORNERS AND FILLERS

ARCH-CRETE™ is committed to the on going evolution of poured concrete forming systems for the benefit of both the installer and end users alike.



### BENEFITS

- Heavy Duty panel for heavy duty construction
- Lightweight for labor & equipment savings
- Easy removal and cleaning
- Easy to install for increased production
- Easily adjustable for freedom of design
- Economical for contractors to afford
- ARCH-CRETE™ forms have been tested and certified by a independent 3rd party laboratory for abrasion and rated in excess of 1,500 pours.
- Great for Precast and Cast-In-Place



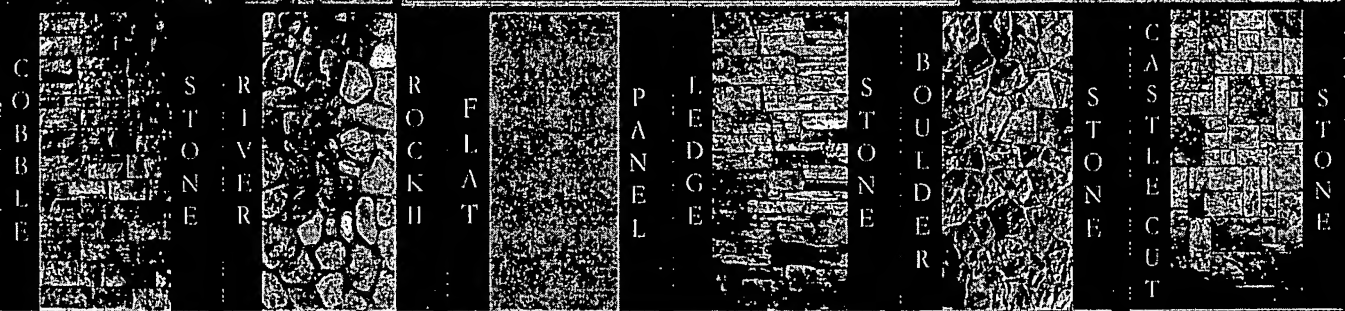
For more information contact:

ARCH-CRETE™

877-PL-FORMS

877-753-6767

web: [www.arch-crete.com](http://www.arch-crete.com)



PATENT PENDING

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